

ECONOMY LEADS TO WEALTH

No added cost for Experience in the Conroy Saddles, Harness and Accessories. And, "believe me," Experience counts. Very special care is taken in selecting materials and construction of my own manufactured goods. I specialize on building and repairing Saddles. Give me a trial.

J. M. CONROY

CLASSIFIED

WE HAVE some good buggies for sale at a close price. A1 set of harness for \$17. Genuine Buena Vista saddles at \$19 each to close.—J. R. Lyons.

OXY-ACETALYNE WELDING — We repair anything in metal. Best equipped shop in the South. Phone 17. Lexington Engine and Boiler Works.

AUTOS FOR HIRE—Touring cars driven by licensed chauffeurs. Raganz-Gay Motor Garage. (33-17)

Place your order for a motorcycle now. Exclusive agents — Harley-Davidson and Excelsior Motorcycles. Motorcycle and bicycle parts and accessories. Adams & Young, 127 E. Short St., Lexington, Ky. (31-17)

INCULCATING TRUTH IN CHILD

First! Be truthful yourself!

Do not cherish the delusion that you can tell a child anything, and be believed. For you cannot.

At first the child will believe, but—after repeated misrepresentations, one will find that the thing told will be taken with a grain of salt.

As an illustration: If you have promised the child a visit to the park on a certain day, and then feel too tired, after a hard morning's work, how are you going to make him understand?

"Why, mother, you said you would take me this afternoon," cried surprised Bobby.

"Yes, I know," impatiently, "but you will have to amuse yourself at home today. I am too tired to walk that far."

A very grieved and disappointed child is left to his own devices, with a prodigious problem to be worked out as to why his playtime hour has not been realized.

If a promise be made to a child, keep it. If, as sometimes happens, it is impossible to carry out that promise, explain carefully just why it cannot be fulfilled at that time.

Be truthful!

To questions asked—I know they are legion—answer truthfully, explain carefully. It may take time away from other duties, but one will be well repaid by the contented happy spirit born in the child when the information sought is gladly given.

Trust will be fostered, also—trust in the one who enlightens ignorance with knowledge; then will come trust in the world at large. The fountain head of knowledge for the children is centered in you who have the shaping of these young lives in your own hands.

Let truthfulness be the basic test of your capability.—Mary F. Scott.

WAY BACK IN 1890—

The world's most famous automobile manufacturer was working in a bicycle shop.

A millionaire hotel owner was hopping bells.

America's steel king was stoking a blast furnace.

An international banker was firing a locomotive.

A president of the United States was running a printing press.

A great merchant was carrying a pack on his back.

A railroad president was pounding a telegraph key.

There's always room at the top—where'll you be in 1954?

"What sort of a time is your friend having on his motor tour?" "Great! I've had only two letter from him—one from a police station and the other from a hospital."

SUCCESSFUL 5 PER CENT

Mr. Bradstreet claims that 95 per cent of all business firms are failures.

He means by this that while the Receiver does not take charge every time—the only reason is the business is unloaded onto some "sucker" at a discount and price sufficient to permit Mr. Business Man to make a graceful exit. BUT HE IS A FAILURE JUST THE SAME.

The successful 5 per cent are found in the large metropolitan cities of the nation. This is interesting. And especially so because this successful 5 per cent are successful for one reason. AND THIS IS BECAUSE OF PUBLICITY.

These 5 per cent firms are usually found putting 5 per cent to 6 per cent into Newspaper Advertising that comes back to them in 300 per cent returns. In other words, every Dollar spent in intelligent ad display delivers back Three Dollars in profit. And these city firms have no copyright on the English Language nor mediums of publications. They are merely Go-Getters—that's what they are—Go-Getters.

They invite people away from your own town. They encourage the sending for catalogues that cost them Dollars each. THEY TAKE THE MONEY FROM UNDER YOUR OWN NOSE. And you stand for it. You KNOW they can do it. You THINK you can't. It is the only instance on record that we know of where a merchant would be better off if he didn't think.

GET IT OUT OF YOUR HEAD. You are just as intelligent; just as capable; just as aggressive; as much alive as these Big Dogs of the city. WAKE UP TO THE OPPORTUNITY.

You haven't the conception; you haven't the distrust; you haven't the advertising space expense in reaching the folks of your community that these City Firms have. Your people will respond quicker, more unanimously, more surely than in the city fields—BECAUSE THEY HAVE NOT BEEN USED TO MODERN NEWSPAPER PUBLICITY.

ASK DAD; MAYBE HE KNOWS

Cuthbert had been listening for half an hour to a lecture from his father on the evils of late nights and late risings in the morning. "You will never amount to anything," said the father, "unless you turn over a new leaf. Remember, it's the early bird that catches the worm." "Ha, ha!" laughed Cuthbert. "How about the worm? What did he get for turning out so early?" "My son," replied the father, "that worm hadn't been to bed all night; he was on his way home."

Many are called, but few get up.

DR. H. M. WRIGHT

—Dentist—

Office—Traders National Bank

Hours—9 to 12; 1 to 5

Phones—Office 912; Residence 554

Highest Market Price Paid

for

Poultry and Produce

G. D. Sullivan & Co.

W. Locust St., Mt. Sterling, Ky.

Phones: Office 474; Residence 132

\$33 A MONTH A LIVING WAGE? BUT THEY WERE SOLDIERS

He never did have any money. The American soldier in the army during the war. "A spendthrift," you will say. You are wrong. How could a fellow be a spendthrift on thirty-three a month and part of that going home each month for the wife and kiddies? Wife and kiddies had to live in spite of the war. And in spite of the soaring war prices a mere pittance from the government plus half of the \$33 a month must keep a soldier's family alive. They were relatives of our soldiers and had lots of glory, but glory did not buy food or coal or pay the doctor or pay the rent. Lots of noise and parades and sweaters and Christmas packages, but still that didn't make \$33 a month any more than \$33 a month. There was many a heart-ache which was carried all through the war hidden beneath the O. D. blouse. The chaplain heard a few of these and his heart bled, but there were thousands which he never did hear. Many a little wife with set, smiling face knew the sleepless night, fear for her man overseas and fear for the children and the flu. But her letters told of "everything fine, but we miss you," to the man waiting for the letters in the trenches and she smiled as she caught the falling tears, for everything was not fine, and she hoped against hope that her man would not be wounded or killed or disabled for life.

Thirty-three dollars a living wage? No. But they were soldiers.

The Northern Baptist convention made a cut of 25 per cent on all its mission work for the coming year and Southern Baptist brotherhood forgets its promise to God and says, "God, I promised you the \$75,000,000 on a certain date, but I must pay the grocer and the banker and all the rest and then six months later I'll see if I can't pay you what I owe you." And we sing: "Like an army we are marching." And we are telling these four million boys that they are lost without Christ (and they are) and a smile comes to the face of the soldier boy. "He can't be the Christ we saw in Flanders whom these folks worship for that Christ made us willing to fight at \$33 a month for a cause." "They don't know the first thing about sacrifice. No, it's some other Christ or else they would be bigger. That Christ was a big Christ." So the mind of the soldier speaks to the church members of our country. A minister gets a call to a new field and the first question he asks: "What is the salary?" I'm one myself and have heard them in my study and elsewhere. The graduating class at the seminaries ask: "How much do you pay?" That theological fledgling has been most fortunate who pulls down the biggest salary. Once again I know because I was, too, in a seminary not so many years ago. Never a question about how big an opportunity does the field offer, except on rare occasions. Can I do the biggest work for Christ here or there?

Is our religion big enough to challenge the soldier? I didn't ask if Christ's religion is? Of course it is. I asked if our is. Let's not sing: "Onward, Christian Soldiers." Let's turn and sing: "Am I a Soldier of the Cross?"

A soldier of Jesus Christ? Perhaps. \$33 a month a living wage? No. But they were soldiers.—C. M. Thompson, Jr., Casper, Wyoming.

OPEN SEASON

The mail order houses are going to knock the smaller town merchants for home runs just as long as they can. That will stop, however, when these same merchants stiffen their backbones long enough to fight back with the weapon of advertising and thus stop the flow of dollars that is now going for catalogue purchases with firms hundreds of miles away. To set around with a "My-gosh-ain't-it-awful" look on their faces waiting for relief from this situation isn't a manly practice to say the least, and if these fellows had a spark of fight left in themselves they would be ashamed to be walked on in this manner. These mail order houses flood with their catalogues those communities whose business men are "piker" advertisers, while in contrast concerted newspaper publicity would have a tremendous influence in driving these monsters into the holes from which they came. The open season has arrived and you may now shoot on sight. May we help to load your gun?

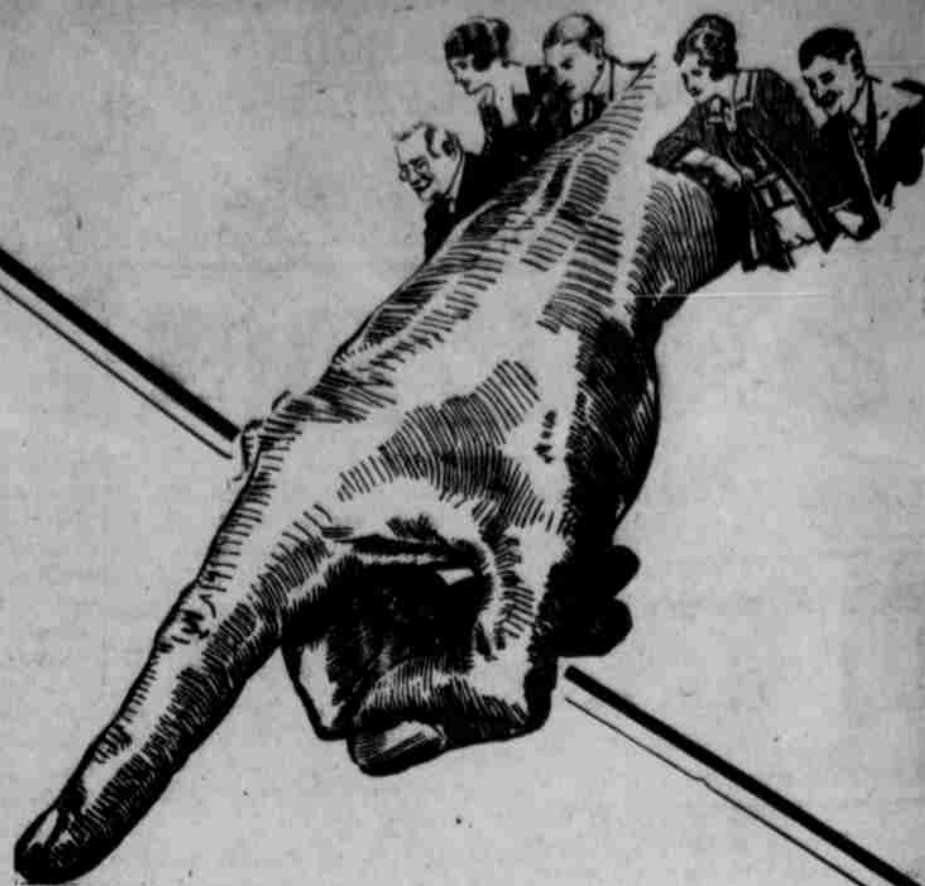
SUMMER READING

The lakelet in the booklet is fair as one could wish. The ever present brooklet is overrun with fish.

I cannot seek a nooklet; My pocketbook is flat. I'll summer in the booklet And let it go at that.

Have you ever stopped to figure the high cost of a low price?

August
19th!
Remember
the Date!



GOOD NEWS!!

—No doubt you've read in the papers that **LERMAN BROS.** were going to open a new store in Mt. Sterling. We are coming to Mt. Sterling from Cincinnati, with an honorable reputation for business dealing, won by giving people what they want, when they want it, at lower-than-every-day prices.

—Instead of opening our new store with music and flowers and free souvenirs and handshaking, we are going to **DO THE UNEXPECTED.** This is what will happen:

—Everybody knows about the railroad strikes—everybody knows about many other strikes that have been going on throughout the country. Well, these strikes haven't helped the manufacturers any. They can't move their goods fast enough—they can't meet their obligations and only one result could happen. **STOCKS OF MERCHANDISE** began to pile up. Something had to happen.

—When we went into the markets to buy our stocks of merchandise for our new Mt. Sterling Store, manufacturers greeted us with open arms. It gave them the **OPPORTUNITY TO UNLOAD**—it gave us the opportunity to buy brand new goods at big reductions. And this condition will give **YOU—the BUYING PUBLIC—the opportunity to**

BUY THOUSANDS OF DOLLARS' WORTH OF TRUST-

WORTHY GOODS, FRESH FROM THE MAKERS,

AT BIG MONEY-SAVINGS, IN THIS

Manufacturer's Unloading Sale

WHICH WILL START SATURDAY, AUGUST 19th,

the Opening Day of Our New Store

—We're busy now unpacking the goods. More will be told in this paper next week. Watch and Wait. You'll remember this sale for years to come. Your dollars will buy two and three times as much as they formerly bought. Tell your friends and neighbors. Remember the date—August—19th—and plan to attend the opening day of the sale.

Lerman Bros.

NATIONAL HOTEL BUILDING—East of Court House

"An Honest Store—With Honest Values"

BLACK BAND

IS CONSISTENTLY GOOD

COAL

The Same High Quality Year in and Year Out

"KNOW YOUR COAL"

E. T. REIS

POULTRY YARD

LOCUST STREET